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Sport for peace and development

Sport for development and peace: mainstreaming a versatile instrument

Report of the Secretary-General

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I. Introduction

1. The present report is submitted pursuant to resolution 65/4, in which the General Assembly requested the Secretary-General to report on the implementation of the resolution, including on progress made by Member States towards the implementation of the policy recommendations of the Sport for Development and Peace International Working Group, on the functioning of the United Nations Office on Sport for Development and Peace, and on the Trust Fund for Sport for Development and Peace, and to present an Action Plan on Sport for Development and Peace.

2. The present report summarizes the activities undertaken by Member States and the United Nations system between the end of the last reporting period, as reflected by the Secretary-General in his report of 9 August 2010 (A/65/270) and the submission of the present report. The report provides an update on the activities of the Sport for Development and Peace International Working Group and the functioning of the United Nations Office on Sport for Development and Peace and its Trust Fund. The report also takes into account actions to implement General Assembly resolution 66/5 on building a peaceful and better world through sport and the Olympic ideal and activities of the Human Rights Council related to sport and human rights issues. Lastly, the report proposes a new Action Plan on Sport for Development and Peace with the goal of providing direction on how resources can be maximized and the potential of sport can be harnessed for the promotion of fundamental and human rights and the achievement of inclusive and sustainable development, including the Millennium Development Goals, and peacebuilding objectives.

II. Olympic Truce of the 2012 London Olympic and Paralympic Games

3. The General Assembly, in its resolution 66/5, urged all Member States to observe, within the framework of the Charter of the United Nations, the Olympic Truce, individually and collectively, throughout the period beginning with the start of the Games of the XXX Olympiad (27 July 2012) and ending with the close of the XIV Paralympic Games (9 September 2012), both taking placing in London. The resolution was co-sponsored and unanimously adopted by all 193 States Members of the United Nations, a first for the General Assembly.

4. As requested by the Assembly in that resolution, the Secretary-General and the President of the General Assembly promoted the observance of the Truce in various forms. The latter made a solemn appeal on 29 June 2012 (A/66/862) in which he appealed to all Member States "to demonstrate their commitment to the Olympic Truce for the 2012 London Olympic and Paralympic Games, and to undertake concrete actions at the local, national, regional and world levels to promote and strengthen a culture of peace and harmony based on the spirit of the Truce".

5. The Secretary-General promoted the observance of the Olympic Truce through various means, including his message published of 19 July 2012, in which he called upon "all those engaged in hostilities to respect the Truce". During a visit to London from 26 to 28 July, he participated in the Olympic torch run and delivered remarks at a public event on the theme "Olympic Truce and utilizing sport for social change"

alongside the Foreign Secretary of the United Kingdom. The Secretary-General also attended the Olympic Games opening ceremony, during which a video message recorded by the Secretary-General urging support for the Truce was played on large screens in the stadium.

6. The London Organizing Committee for the 2012 Olympic and Paralympic Games and the Government of the United Kingdom raised the ambition of what the Olympic Truce can achieve for development and peace. Working in partnership with host Governments, parliamentarians, National Olympic Committees, non-governmental organizations (NGOs) and faith groups, the United Kingdom delivered over 50 events on every continent to support and promote the Olympic Truce. The United Kingdom brought together diverse communities affected by conflict to participate in sporting, cultural and educational activities to promote conflict prevention and peace. Those activities included a paralympic-style sports day in Sri Lanka for soldiers, ex-combatants and civilians with disabilities, and the collaboration of the United Kingdom, Caribbean National Olympic Associations and local NGOs in organizing football tournaments for local rival gangs. Another event was a football tournament that brought together young people from different communities in the Sudan (including Darfur) and South Sudan, with the goal of promoting peace and unity among the participants.

7. It should be noted that as of the date of submission of the present report, resolution 66/5 had been violated by the continued fighting in numerous ongoing armed conflicts around the world. Moreover, no evidence could be gathered on any initiative by warring parties to either proactively implement a unilateral ceasefire or try to broker a mutual ceasefire based on the Olympic Truce.

III. Human Rights Council and sport

8. Sport can have a positive impact on individuals in multiple ways. It has therefore been included in the development context and the work of the United Nations as a tool for development and peace. Given the relevance of sport and physical activity and the growing influence of sporting actors, an interrelation between the spheres of sport and human rights is becoming increasingly eminent. Throughout the reporting period, on various occasions, the Human Rights Council included questions pertaining to sport in its deliberations. The United Nations High Commissioner for Human Rights, the responsible special rapporteurs and other experts have addressed related questions in the Human Rights Council on several occasions.

9. On 30 September 2011, during its 18th session, the Human Rights Council adopted resolution 18/23 on promoting awareness, understanding and the application of the Universal Declaration of Human Rights through sport and the Olympic ideal, thereby deciding to convene a high-level interactive panel discussion to consider how sport can be used to promote awareness and understanding of the Universal Declaration of Human Rights and its inherent principles. In addition, questions pertaining to sport and human rights were addressed by the Human Rights Council and its Member States on a number of occasions. On 9 January 2011, in an interactive panel discussion on the theme "Combating racism through sport", the Permanent Mission of Australia to the United Nations Office at Geneva, with the participation of the Australian Football League, addressed the positive effects that

the inclusion of ethnically diverse and indigenous groups in sport can have on an entire society. In a special meeting of the Council, on 11 March 2011, on the occasion of the opening of an exhibition organized by the Permanent Mission of the United Kingdom to the United Nations Office at Geneva, in collaboration with the International Paralympic Committee, questions pertaining to sport and disability were addressed by representatives from sport and society.

10. In discussions on the themes "Role of sport in combating racism, racial discrimination, xenophobia and related intolerance" and "Role of education sport in combating racism, racial discrimination, xenophobia and related intolerance", held from 20 to 25 October 2011 during the ninth session of the Intergovernmental Working Group on the Effective Implementation of the Durban Declaration and Programme of Action and in reference to Human Rights Council resolution 13/27 on a world of sports free from racism, racial discrimination, xenophobia and related intolerance of 15 April 2010, the potential and responsibility of sport in this field were addressed. In an expert consultation on the theme "Promoting and protecting the rights of children working and/or living on the street", held on 1 November 2011, sport was considered to be a suitable and practical way to reach out to those children.

IV. Partnerships, initiatives, programmes and policies

A. States Members of the United Nations

11. During the reporting period, Member States have continued initiatives and established national policies and strategies that further advanced sport for development and peace to the unanimous adoption by the General Assembly of resolution 65/4. On 3 May 2012, the Secretary-General circulated a note verbale to Member States requesting information on measures taken by them since the previous reporting period. Information was received from Armenia, Australia, Austria, Brazil, Cyprus, El Salvador, Germany, Ghana, Iraq, Italy, Mexico, Monaco, Myanmar, Qatar, South Africa, the United Kingdom of Great Britain and Northern Ireland, and the United States of America. The report of the Secretary-General on sport for development and peace: strengthening the partnerships (A/65/270) presented a two-year Action Plan on Sport for Development and Peace, including four main lines of action: (a) the global framework; (b) policy development; (c) resource mobilization; and (d) evidence of impact. Member States were urged to meet the challenges of the lines of action and to work along them to integrate sport for development and peace in the development agenda at every level.

1. Global framework for sport for development and peace

12. The Group of Friends of Sport for Development and Peace has continued to hold regular meetings. The Group, which is an open forum comprising permanent representatives to the United Nations in New York, was created in January 2005. It is currently chaired by the permanent representatives of Monaco and Tunisia to the United Nations. The aim of the Group is to promote dialogue and to encourage Member States to incorporate sport into their development strategies and policies to help accelerate attainment of the Millennium Development Goals and to promote peace. Members of the Group share national experiences and practices, exchange information and propose initiatives for both its members and the United Nations

system. The Group also acts as an informal consultation forum for General Assembly resolutions on sport for development and peace. To encourage the implementation of those resolutions, the Group cooperates with the United Nations Office on Sport for Development and Peace and other United Nations entities. During the reporting period, the Group grew by two members to 45.[1]

13. The General Assembly, at the High-Level Plenary Meeting of the Assembly on the Millennium Development Goals in September 2010, again recognized sport as a powerful tool in contributing to the achievement of the Millennium Development Goals, in particular through resolution 65/1 on the outcome of the meeting. Member States thereby built upon their highlighting of the potential of sport as expressed in the outcome document of the 2005 World Summit on the Millennium Development Goals (see resolution 60/1).

14. In terms of international treaties, the International Convention against Doping in Sport, which was adopted on 19 October 2005 and entered into force on 1 February 2007, has 160 States parties as of 1 August 2012. During the reporting period, 16 countries ratified, acceded to or accepted the Convention. The Convention on the Rights of Persons with Disabilities had 117 ratifications of its 153 signatories as of 1 August 2012. During the reporting period, 33 countries signed or ratified the Convention. Article 30 of the Convention provides that States parties shall take measures to promote the participation of people with disabilities in mainstream sporting activities and disability-specific sporting and recreational activities and to ensure that children with disabilities have equal access to participation in recreation and sports.

2. Policy development

15. Numerous Member States have undertaken efforts in policy development and legislation during the reporting period. In addition to this, the Sport for Development and Peace International Working Group (see section V below) remains instrumental in promoting and supporting the systematic integration and mainstreaming of sport for development and peace in national and international development plans and policies.

16. The Government of Australia is focused on improving the quality of life for persons with disabilities throughout the world with the strategy entitled "Development for all: towards a disability-inclusive Australian aid programme 2009-2014", in which sport is a support mechanism for achieving that goal. The Australian Sports Outreach Programme is addressing broad development priorities and community issues in developing countries in Africa, Asia, and Latin America and the Caribbean, with sport used as a platform to promote social inclusion and cohesion, foster healthy behaviour and provide educational and leadership opportunities.

17. Austria has supported gender equality in all sports while pursuing methods for raising awareness on the subject of sexual violence in sports. Austria is also focused on the importance of physical activity, with a nationwide initiative bringing more physical activity to young children and the first steps towards the creation of a national action plan for physical activity. Brazil has committed to fostering and adopting public policies to ensure that serving as hosts for three megasport events in

[1] The list of members is available from http://www.un.org/wcm/content/site/sport/home/unplayers/memberstates/groupoffriends.

the next five years will generate more jobs, improve nationwide infrastructure and increase opportunities for Brazilian youth.

18. The Ministry of Youth and Sports of Ghana has a policy to collaborate with sports federations, non-governmental and intergovernmental organizations and private sector sports academies to use sport for development and peace. In 2012, Italy adopted a law allowing the Government to monitor the use of development funds directed to municipalities and sports organizations for the start-up and expansion of sports programmes. In 2010, the National Commission of Physical Culture and Sport of Mexico signed a cooperation agreement with the National Institute of Women in order to mainstream and institutionalize a gender perspective in policies related to physical activity and sport and to develop strategies with the goal of promoting gender equality.

19. Education committees for health and citizenship were created in high schools and colleges in Monaco with the goal of defining and implementing actions in the field of health education and the prevention of high-risk behaviour, such as doping, smoking and unhealthy eating habits. A Disability Sports Day is held annually, bringing together athletes and teams for competitions and activities in different disciplines. Sport in Qatar supports the country's education efforts, with the most prominent being coordination with the Supreme Council for Education in curriculum development, and supporting the sports infrastructure in schools and the school Olympic programme for all students.

20. To achieve universal primary education, the Ministry of Sports of Myanmar has worked closely with the Ministry of Education to include sports activities and physical education as a compulsory subject in the academic curriculum. The sporting sector in South Africa adopted the National Sport and Recreation Plan in 2011, which is a detailed plan for the coordination of sport and physical education, the maintenance and utilization of sports facilities and the use of sport as a tool for development and peace, particularly emphasizing the inclusion and empowerment of youth, women, the elderly, rural communities and persons with disabilities.

3. Resource mobilization

21. Armenia has provided State support for four NGOs focused on sport for persons with disabilities. In cooperation with the nation's Football Federation, Armenia has implemented the child-juvenile sports programme. Australia has continued its national Active After-school Communities programme, which targets the inactivity of children and which was delivered to 190,000 children in 2012. Australia also has a number of programmes to address the involvement of women and girls in sports-related activities, including direct funding to targeted sports, the Sports Leadership Grants and Scholarships for Women. The Australian Sports Commission partnered with the Department of Families, Housing, Community Services and Indigenous Affairs to coordinate a sports demonstration project, where sports-focused activities were delivered to indigenous youth in five sites in the Northern Territory in 2011 and 2012.

22. The Ministry of Sports of Austria supports projects using sport as a means of development, ranging from fighting poverty and developing life skills to providing equality for females and persons with disabilities. In 2011, seven projects were funded in Bangladesh, Ghana, Guatemala, Haiti, Mozambique, South Africa and Palestine. The Government also funded 14 projects focused on gender equality

throughout Austria. In 2010, the public universities and the Government of Ghana launched the Beckwith International Leadership Development programme aimed at changing the lives of children and youth of all abilities through sport.

23. Brazil has developed numerous sports cooperation projects in partnership with several developing countries. Given its role as host of a series of megasport events, Brazil has begun work for the FIFA Confederations Cup in 2013, the FIFA Football World Cup in 2014 and the Rio Olympic and Paralympic Summer Games in 2016. This has included taking steps to promote sustainable development and social inclusion, enhancing relations with regional and worldwide partners and uniting the international community. The Cyprus Sport Organization financially supports all federations of sport and persons with disabilities and the respective Cyprus Paralympics Committee and Special Olympics Committee. The Cyprus Sport Organization's Sport for All programme has enabled more than 18,000 people of all ages, male and female, to participate in more than 12 sports. Another initiative in Cyprus is the Student Sport Badge and School Sport Flag schemes, which aim to engage students in physical activity.

24. The National Institute of Sport of El Salvador promotes public safety and a culture of peace through training courses for coaches, physical education for peace courses and capacity-building in institutions such as public schools and sports clubs, and provides opportunities for the public, including persons with disabilities, to engage in physical activity and sport. Germany supported the second football tournament and festival "Four countries 4 peace", which was held in March 2011 and was organized by the German Football Federation and the Rwandan NGO, Espérance. The event featured mixed male and female teams from Burundi, the Democratic Republic of the Congo, Rwanda and Uganda with the aim of promoting peaceful coexistence and mutual understanding. The Ministry of Youth and Sport of Iraq has a project that supports sport centres throughout the country, including sports activities for persons with disabilities. The Ministry also hosted conferences on the dangers of drug abuse and on sports injuries and sports medicine.

25. Ghana hosted the third African Cup of Nations for Amputee Football tournament, which uses sport to change the lives of disabled children and youth. The Ministry of Youth and Sports in Ghana organized the National Unity Games in 2011 to bring together sportsmen and sportswomen across the ethnic divide, while Ghana also hosted the Economic Community of West African States Youth Games in 2012 to foster the spirit of friendship, integration and peace among member States. Over the past three years, the Italian Cooperation offices in Beirut and Jerusalem established many sports-based initiatives with a view to strengthening child and youth development and education, promoting gender equity and empowering girls and women, and fostering the inclusion and well-being of persons with disabilities. In 2012, Italian Cooperation also helped implement United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) projects in Lebanon, including the rehabilitation of playgrounds in the Dbayeh and Shatila camps in Beirut and the construction of a gymnasium in Rashidieh.

26. The Principality of Monaco supports sports projects in Africa to promote social integration, education and professional insertion of disadvantaged young people. In Tunisia, the project "Sport and disability: for better integration of people with disabilities" is coordinated by Handicap International in collaboration with the Ministry of Social Affairs and the Tunisian Federation of Sports for People with

Disabilities. In Senegal, the Government of Monaco supports the Senegalese Rugby Federation for the development of clubs in disadvantaged neighbourhoods with the dual purposes of spreading the practice of the sport and helping young people in their professional development. The Qatar Olympic Committee and the United Nations Office on Drugs and Crime continued cooperation of the joint initiative Global Sport for Youth for the prevention of drugs and crime in Qatar, which aims to use sport as a mechanism to enhance adolescents' physical and psychological health.

27. The programmes carried out by the National Commission of Physical Culture and Sports of Mexico train and develop participants and communities through sport for development and peace. Programmes include "Tennis goes to school", which benefits more than 300,000 children in 800 schools by promoting human development and fostering a culture of peace; "National encounter of indigenous sport", an annual event promoting sport and physical activity in indigenous communities; the "National popular games" providing opportunities for competition for young people to practise any sport. Myanmar has signed a memorandum of understanding on sports exchange programmes with the Lao People's Democratic Republic, Thailand and Viet Nam, along with Bangladesh, China, the Democratic People's Republic of Korea, India, Japan and the Republic of Korea.

28. During the 2010 Fédération internationale de football association (FIFA) World Cup, South Africa contributed to the second International Sport and Development Conference, which was held in Cape Town. In 2010 and 2011, thousands of children with disabilities took part in a school-based sports programme, while the South African Institute for Drug-Free Sport distributed 3,000 anti-doping education handbooks to schoolchildren. With regard to gender equality, many women and girls participated in the Indigenous Games in 2010 and in the 2010 World Cup legacy projects organized by Sport and Recreation South Africa. A Sports Heroes Walk against HIV/AIDS took place in South Africa in 2010 with over 30,000 participants.

29. In the United Kingdom, UK Sport has supported sport for development overseas for 22 years in over 30 countries, including their ongoing work on the programme entitled "Moving the Goalposts" in Kenya, which provides out-of-school girls with access to life skill development and educational and economic opportunities through football. Having prioritized sport, child and youth development, UK Sport worked with international partners to develop child protection and safeguarding standards and policies. UK Sport has continued to work in partnership with developing countries to strengthen sports systems and organizational capacity by assisting with strategic planning and the training of coaches, officials, young leaders and administrators, also by leading the International Community Coach Education System initiative. As part of the official legacy of the 2012 London Olympic Games, UK Sport collaborated with the United Nations Children's Fund and the British Council to design and implement the International Inspiration programme, which has already enriched the lives of over 12 million young people in 20 countries, creating sustainable social, economic and sporting legacies throughout the world.

30. The United States Department of State has a division dedicated to sports diplomacy, which includes sports envoy programmes that send American professional athletes to other nations to engage young people in conversations about

their sport, healthy life choices and education. The Empowering Women and Girls through Sports initiative of the United States was launched by the Assistant Secretary of State for Educational and Cultural Affairs in February 2012 with a focus on helping ensure that women around the world have access to sports and all related benefits.

4. Evidence of impact

31. The Australian Sports Commission is working with Victoria University to assess the "playing for life" philosophy and its effectiveness in engaging children and youth in sport and structured physical activity and to inform the practice of delivering sports programmes. In addition, several sports-based programmes and projects in Australia are currently under review, including the Fair go, sport! project, which promotes a safe and inclusive sports environment for gay, lesbian, bisexual, transgender and intersex persons, the Sports Demonstration Project for indigenous youth and the Australian Sports Outreach Programme in the Pacific.

32. The Cyprus Sport Organization's Women and Sport Committee completed a study in 2011 entitled "Woman and Sport in Cyprus", which explored female Cypriots' involvement in sport and physical activity as participants and leaders. The Cyprus Sport Organization also initiated a study on leisure sport participation in Cyprus to identify the participation of Cypriots in mass sports and grass-roots sports. In September 2011, Germany, in cooperation with Israel and with the support of the International Council of Sport Science and Physical Education, organized an international conference on the theme "Sports as a mediator between cultures". The forum contributed to a better understanding of how sport can help facilitate mutual understanding within and between cultures and promote conflict resolution and peacebuilding.

B. United Nations system

1. United Nations Office on Sport for Development and Peace

33. 2011 marked the tenth year of the existence of the mandate of the Special Adviser to the Secretary-General on Sport for Development and Peace and the Office on Sport for Development and Peace. During the reporting period, the Special Adviser and the Office continued their work as the gateway to the United Nations system for the promotion and mobilization of sport as a tool in advancing the goals, missions and values of the Organization.[2]

34. The activities and operations of the Office on Sport for Development and Peace are funded through voluntary financial contributions to the Trust Fund for Sport for Development and Peace, which was established in November 2007 by the Secretary-General. Contributions can be received from both Governments and private institutions, such as foundations, organizations, corporations and individuals. During the reporting period, contributions were received from several Member States: Germany, as the main donor, contributed annually; Switzerland contributed in 2011; and the Olympic Council of Asia contributed in 2012. Norway and the United Kingdom made annual contributions, which were earmarked in part

[2] The annual report of the Office on Sport for Development and Peace for 2011 is available from http://www.un.org/wcm/content/site/sport/home/unplayers/unoffice.

for the operations of the Sport for Development and Peace International Working Group secretariat, which is hosted by the Office.

35. During the reporting period, the Office, in cooperation with the Department of Public Information as co-chair, continued to convene and coordinate the United Nations Communications Group's Working Group on Sport for Development and Peace. The Working Group serves as an inter-agency platform to strengthen United Nations inter-agency communication, information-sharing, coherence and coordination concerning activities in the field of sport for development and peace.

36. The Office continued to manage and further develop the "Sport for Development and Peace — the United Nations System in Action" website (http://www.un.org/sport). The site serves as the online hub for the involvement of the United Nations system in sport for development and peace and is complemented by presences on social media sites (Facebook, Twitter, Flickr and YouTube).

37. In 2010, the Office on Sport for Development and Peace received the Union of European Football Associations Monaco Charity Award, which has been used to support five sport for development and peace projects in five regions over a four-year period within five thematic areas: health; peace and reconciliation; gender equality; persons with disabilities; and education. The projects — located in Burundi, the Gaza Strip, Haiti, Tajikistan and Ukraine — are ongoing, and regular reporting is completed by the various partners, which include the United Nations Development Programme (UNDP), the United Nations Volunteers, the United Nations Entity for Gender Equality and the Empowerment of Women and UNRWA.

38. In 2010, an educational comic book about the Millennium Development Goals, *Score the goals: teaming up to achieve the Millennium Development Goals*, was created. The publication is available in the English, French, Spanish, Chinese, German, Italian and Korean languages. Mobile device applications were made available for free. On 26 October 2011, the project was awarded the Special Jury Prize of the Peace and Sport Awards 2011.

39. In September 2010, the Office organized a high-level round table on sport for development and peace on the theme "Value of sport as a development tool", held in the framework of the High-level Plenary Meeting of the General Assembly on the Millennium Development Goals. Participants discussed the importance of sport and how it can be used to further promote and implement development initiatives throughout the world.

40. On 10 and 11 May 2011, the United Nations Office on Sport for Development and Peace and the International Olympic Committee jointly organized the second International Forum on Sport, Peace and Development at the United Nations Office at Geneva. The two-day forum featured sessions on how to position sport as a catalyst for achieving the Millennium Development Goals, how major sports events can deliver on legacy and how to foster a culture of peace through sport. It was attended by more than 350 experts and high-ranking figures from over 100 countries, including representatives from national Governments, the United Nations system, aid organizations and universities. The forum concluded with the adoption of key recommendations aimed at leveraging sport as a tool for positive change.[3] As

[3] The Forum report is available at http://www.un.org/wcm/content/site/sport/home/resourcecenter/publications.

a follow-up to the forum, in February 2012, the Secretary-General and the President of the International Olympic Committee undertook a joint mission to Zambia to visit Olympic and United Nations sport for development and peace projects. The next session of the forum is planned to take place at United Nations Headquarters on 5 and 6 June 2013.

41. On 18 November 2011 in Tokyo, the Special Adviser to the Secretary-General on Sport for Development and Peace, Wilfried Lemke, signed, on behalf of the United Nations, a two-year partnership with the International Volleyball Federation, focusing mainly on promotion of the Millennium Development Goals. On 9 July 2012, Mr. Lemke signed, once again on behalf of the United Nations, a partnership agreement with the Gwangju Universiade 2015 Organizing Committee. The partnership presents two main objectives, namely, to foster inter-Korean exchanges through sport and to promote the Millennium Development Goals through the student games' legacy and the outreach programme "Eco-friendliness, Peace, Information Technology and Culture".

42. In January 2012, the Office, in collaboration with the NGO Right To Play, launched the United Nations Office on Sport for Development and Peace Youth Leadership Camp initiative, with the objective of supporting deserving young community workers with basic education levels and limited resources by giving them access to learning and training on how sport can be better used to positively effect change in their communities. Issues covered are largely in line with the Millennium Development Goals, with each day being dedicated to a different thematic focus. Gender equality and the inclusion of persons with disabilities are more specifically addressed. The inaugural camp was held in January 2012 in Doha. Partners have so far included international sports organizations, football clubs and leagues, development agencies, NGOs, universities and private companies. It is the intention that up to four similar camps will take place every year with 30 participants per camp (equal male and female representation) between the ages of 18 and 25.[4]

2. United Nations offices, funds, programmes, specialized agencies and other entities

43. In 2011, UNDP received two projects submitted by Belarus, Russia and Ukraine to expand the programme of providing sport and physical activities for youth in the area affected by the Chernobyl nuclear disaster in 1986. Each project was funded by personal contributions from Maria Sharapova in the amount of $250,000. UNDP Goodwill Ambassadors visited Mali and Sierra Leone to promote women's and youth empowerment projects. UNDP also supported the Football Association of Maldives for a project to increase women's participation in sports, and continued its partnerships with the Union of European Football Associations and the Fédération internationale de football association for the Match Against Poverty and with the International Olympic Committee for the implementation of the Gatumba sports centre in Burundi.

44. In the framework of the International Convention against Doping in Sport, the United Nations Educational, Scientific and Cultural Organization (UNESCO)

[4] Further information is available from http://www.un.org/wcm/content/site/sport/home/unplayers/unoffice/YLC.

ensured that since 2008 a total of 73 projects in least developed or low income countries, worth over $1.2 million, have received financial support. UNESCO carried out a worldwide survey on physical education in schools and initiated a study to assess the socioeconomic benefits of public investment in sports. UNESCO produced the documentary entitled *The War on Doping* and organized the 2012 Young Leaders Forum in Helsinki in June. Outreach activities with sport federations include regular encounters with young athletes, the production of a curriculum guide for use in schools and sports clubs and a comic for the London 2012 Olympic Games.

45. The United Nations Children's Fund (UNICEF) placed more emphasis on incorporating sport and play into country programmes, helping disadvantaged children to develop a healthy lifestyle and increase cohesion with their communities. UNICEF developed a Global Strategic Framework on Sport for Development to reach the most marginalized children. The Fund also signed and renewed various global partnerships, including: the formal alliance with Special Olympics; the commitment of Futbol Club Barcelona to help reach children in 16,000 schools; the Brazilian Clube de Regatas do Flamengo to promote and protect the rights of children and adolescents in sport; the Asian Cricket Council to support girls' education in South Asia; and with Grassroot Soccer to design a research project "Sport two life" in Namibia. UNICEF continued to support the international legacy programme of the London 2012 Olympic and Paralympic Games, International Inspiration, to reach 12 million children in 18 countries. The Fund also developed the Sister2Sister programme to provide HIV risk reduction education to adolescent girls.

46. The World Health Organization (WHO) co-organized the Healthy Islands Through Sport Forum in Brisbane, Australia, in March 2012, together with Australian local authorities, to establish a regional platform between the Pacific Health and Sport Ministries to help prevent non-communicable diseases. WHO continued to work with the International Olympic Committee to develop and implement physical activity and sports awareness programmes and to engage the sporting goods sector to promote physical activity and the prevention of non-communicable diseases. The Pan-American Conference on Obesity was held in 2011 and 2012 to identify strategies and effective methods to promote physical activity as a component of the prevention of childhood obesity.

47. The Food and Agriculture Organization of the United Nations (FAO) extended its Professional Football against Hunger campaign. In Europe, the third edition of the Match Day Against Hunger brought together 300 professional football clubs in 16 countries across Europe. The Hunger Run on World Food Day was organized annually to raise awareness about hunger and malnutrition and to collect funds for community projects. In May 2012, FAO Goodwill Ambassador Raul Gonzalez travelled to Chad in support of joint efforts of the international community to help the most affected people in the Sahel region.

48. During the 2010 World Basketball Championship in Turkey, the Economic Commission for Europe, in collaboration with the World Basketball Federation, organized a campaign on road safety with the objective of encouraging respect for the rules on the road as well as on the basketball court. The same campaign was also organized during the EuroBasket Championship in Lithuania in 2011. Jointly run with WHO Europe since 2009, the Transport-Health-Environment Pan-European

Programme organized international workshops with a key element of promoting cycling as a healthy and safe alternative in urban mobility.

49. United Nations Volunteers partnered with UNDP, the German Agency for International Cooperation and local NGOs and launched the Young Football Volunteers project in Ukraine this May through the Monaco Charity Award funds granted by the Union of European Football Associations to the Office on Sport for Development and Peace. The project took the momentum of Euro 2012 to promote HIV prevention and awareness, prevention of violence, protection of the environment, gender equality and community involvement in rural areas in Ukraine.

50. The Department of Public Information has been co-chairing, with the Office on Sport for Development and Peace the United Nations Communications Group's Working Group on Sport for Development and Peace, and cross-promoting United Nations messages at major world sports events. The global network of United Nations information centres organized and supported a number of activities highlighting sport for development and peace, including: football games for national social inclusion programmes in Australia; Global Peace Games in Azerbaijan; the "Integration Race" promoting the Convention on the Rights of Persons with Disabilities in France; a "We Play for Peace" basketball game; and a marathon in Lebanon, among others.

51. The Joint United Nations Programme on HIV/AIDS (UNAIDS) and the Government of the Russian Federation co-organized a charity soccer match in 2011 to support women and children living with HIV in Russia. UNAIDS enlisted the support of 37 heads of National Olympic Committees and 24 national team captains who signed pledges to support the vision of UNAIDS for zero new HIV infections, zero discrimination and zero AIDS-related deaths, and the Red Card campaign. UNAIDS coordinated cricket players to participate in a series of activities focused on HIV prevention and standing against HIV-related stigma and discrimination during cricket events. On the occasion of the 2012 Africa Cup of Nations, UNAIDS also promoted the multimedia campaign of the First Lady of Gabon "CAN SANS SIDA".

52. UNRWA integrated sports education in its 699 schools for half a million pupils in Gaza, the West Bank, Lebanon, Jordan and the Syrian Arab Republic. The annual Gaza Summer Games was successful in 2011 and attracted 250,000 children. The Agency also organized marathons in various locations (e.g., Gaza City, Saida, Tyre, Baalbek) to bring Palestinians and their local community and international supporters together. In addition to the Agency's project of constructing football pitches in Jenin, UNRWA signed an agreement with The Real Madrid Foundation in 2011 for eight social sports schools in the Gaza Strip and the West Bank, benefiting more than 10,000 Palestine refugee children.

53. The Peacebuilding Support Office has undertaken a number of activities related to sport as a means of promoting sustainable peace. The Peacebuilding Fund financed the refurbishment and establishment of sports centres for amputee victims of the Sierra Leone civil war, along with funding a project to promote non-violence and political tolerance during the election in Sierra Leone in 2012. As part of the project, football tournaments were organized in communities considered at risk of politically motivated violence.

54. A number of sports events were organized by United Nations peacekeeping operations to promote reconciliation, dialogue, development and peace. For instance, the African Union-United Nations Hybrid Operation in Darfur organized a horse race in Nyala and supported the local marathon and football and volleyball matches; the United Nations Mission in South Sudan staged a women's volleyball match between United Nations military and civilian police and the local military and police on International Women's Day, and a similar men's match on the International Day of United Nations Peacekeepers; the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo (MONUSCO) organized football events, including a match at the central prison in Kinshasa between a team of detainees and a team made up of MONUSCO and prison staff; the United Nations Operation in Côte d'Ivoire participated in June 2012 in a sports competition in Daoukro and organized three days of sports activities in Dabou; the United Nations Integrated Mission in Timor-Leste took part in the Tour de Timor bicycle race; and the Civil Affairs Section of the United Nations Interim Force in Lebanon organized a football match to raise awareness of the continuing problem of landmines.

55. The United Nations Environment Programme (UNEP) continued to work on engaging sports bodies and event organizers through its Sport and the Environment Programme. In 2011, UNEP and the International Olympic Committee organized the ninth World Conference on Sport and the Environment in Doha. During the 2012 Winter Youth Olympic Games in Innsbruck, Austria, UNEP organized multifaceted activities to increase environmental awareness. For the future mega-events, UNEP engaged the Government of the Russian Federation and the local organizing committee on the greening of the Sochi 2014 Winter Olympic Games, and signed a memorandum of understanding with the Ministries of Sports and the Environment of Brazil on the greening of the 2014 Fédération internationale de football association World Cup. UNEP also worked with the International Olympic Committee to revise its Agenda 21 for Sport and the Environment and the International Motorcycling Federation to promote environmental awareness during its events.

56. As a financial cooperative with social responsibility as part of its fabric, the United Nations Federal Credit Union has extended its service mission to use sport as a tool for development and peace. As a testament to positive change, a Credit Union grant to Play Soccer Nonprofit International, active in six African countries, supported community-based grass-roots programmes that teach health and social skills with the Global Peace Games. On International Women's Day in 2012, the Credit Union and UN-Women supported pledges from 34 African countries to end violence against women in their climbing up Mount Kilimanjaro, which was organized as part of the Africa UNiTE to End Violence against Women Campaign.

57. Since 2011, the World Intellectual Property Organization (WIPO) has engaged in strategic cooperation and activities to promote the intellectual property in sport as a tool for economic, social and cultural development. Recent activities include awareness-raising and training programmes to encourage the strategic use of intellectual property in sports sectors. WIPO has been closely cooperating with the International Olympic Committee and international sports organizations to better address the range of intellectual property issues in sport.

3. Activities of the United Nations system around the 2012 London Olympic and Paralympic Games

58. The 2012 London Olympic and Paralympic Games provided the opportunity to strengthen and implement partnerships and carry out activities to promote the objectives of the United Nations. Many United Nations organizations have active partnerships and agreements with the International Olympic Committee, which was granted observer status by the General Assembly in 2009, and the International Paralympic Committee, which enjoys special consultative status with the Economic and Social Council since 2008. The Secretary-General and his Special Adviser participated in several public events in connection with the 2012 London Games to highlight and promote the role of sport in development and peace efforts and took part in the torch run and the Olympic opening ceremony. Further activities included the participation of FAO Goodwill Ambassadors in a series of activities and the joint presentation by UNESCO of an anti-doping documentary and distribution of an anti-doping comic strip. Sponsorship for participants in the Olympic torch relay included support from UNICEF UK for 20 young leaders from "International Inspiration" countries and support from UN-HABITAT for a photographer from the slums of Nairobi. The Office of the United Nations High Commissioner for Refugees coordinated a project to send sports clothing to refugee camps, while the United Nations Office on Drugs and Crime launched a joint project to raise awareness of human trafficking. The United Nations Office on Drugs and Crime and the International Olympic Committee undertook a study on minimizing and eventually ending irregular and illegal betting on sports. UNAIDS organized an AIDS advocacy event which touched on the role of sport for AIDS advocacy, and WFP organized a photography exhibition showing children from the developing world playing sports. Finally, WHO collaborated with several partners on risk assessments of public health, preparedness and crisis management during the London Games.

V. Sport for Development and Peace International Working Group

59. The Sport for Development and Peace International Working Group, established in 2004, is an intergovernmental policy initiative with the aim to formulate sport for development and peace policy and programme recommendations and promote the integration of such recommendations into national and international development strategies and policies of Governments. Moreover, it is the aim of the International Working Group to report on activities, share best practices of policies and related implementation and build capacity of Governments. Through dialogue, enhanced cooperation and coordination among stakeholders, it is furthermore the aim of the International Working Group to support Governments and to reach out to United Nations agencies, civil society, sports federations, international organizations and academia to harness the potential of sport to contribute to the achievement of development objectives, specifically the Millennium Development Goals, and peace.

60. The Sport for Development and Peace International Working Group comprises four main bodies: the Plenary; the Executive Board; five Thematic Working Groups; and the secretariat. The latter is hosted by the Office on Sport for Development and

Peace. The Plenary of the International Working Group includes both Members (representatives from Member States who are specialized in sport for development and peace) and observers (e.g., representatives from United Nations agencies, civil society, academia and sports organizations). The International Working Group focuses on five thematic working groups: Sport and Child and Youth Development; Sport and Gender; Sport and Peace; Sport and Persons with Disabilities; and Sport and Health.

61. The second plenary session of the International Working Group was conducted by the secretariat on 12 May 2011 at the United Nations Office at Geneva.[5] Two Thematic Working Groups were activated during that session: those on Sport and Gender (chaired by Norway and co-chaired by the United Republic of Tanzania) and Sport and Peace (jointly co-chaired by the Russian Federation and South Africa). The Thematic Working Groups on Sport and Persons with Disabilities and Sport and Health have, so far, not been activated. Interested Member States are invited to step forward and chair those two groups. During the session, participants conducted detailed policy exchanges and shared experiences on how sport can contribute to development work and peacebuilding. Chairs and co-chairs of Thematic Groups as well as regional representatives reported on their activities. The third plenary session of the International Working Group is set to take place in October 2012 at the United Nations Office at Geneva.

62. The basis of the work of the International Working Group is an activity-based workplan, and policy briefs are published for each thematic area to assist in explaining the issues. In order to enhance the shared knowledge in the field of sport for development and peace, the Secretariat, at the request of the International Working Group, in 2012 launched an online survey to all States Members of the United Nations and focal points within the field of sport for development and peace. The gathered data will be published and disseminated for the benefit of all Member States and stakeholders. An electronic Sport for Development and Peace International Working Group newsletter sharing new policies, programmes and best practices among all Member States and observers was launched in 2011.[6]

VI. United Nations Action Plan on Sport for Development and Peace

63. In its resolution 61/10, the General Assembly encouraged Member States, the United Nations system and various other actors to implement the first ever United Nations Action Plan on Sport for Development and Peace, which was presented in the report of the Secretary-General (A/61/373). When the Action Plan expired after three years, the General Assembly, in resolution 63/135, requested the Secretary-General to present a new Action Plan in his report to the Assembly at its sixty-fifth session. The revised Action Plan contained in that report (A/65/270) was welcomed by the General Assembly in its resolution 65/4, with its main action points endorsed to be implemented by relevant stakeholders. In the same resolution, the General

[5] The meeting report is available at http://www.un.org/wcm/content/site/sport/home/unplayers/memberstates/sdpiwg_meetings.

[6] The newsletters are available from http://www.un.org/wcm/content/site/sport/home/unplayers/memberstates/pid/18406.

Assembly requested the Secretary-General to present a new Action Plan on Sport for Development and Peace.

64. In response to that request, the following Action Plan takes into account the past achievements, lessons learned, knowledge and action gaps recognized and challenges identified. Though the Action Plan retains the set of four main lines of action contained in the previous Action Plans (global framework for sport for development and peace; policy development; resource mobilization; and evidence of impact), it updates and streamlines the relevant challenges, objectives and action points. In line with the biannual resolution and reporting cycle on sport for development and peace, the Action Plan covers two years but also looks beyond. The overall aim is to encourage all stakeholders, including United Nations Member States; intergovernmental organizations; the United Nations system; civil society organizations such as NGOs and world sports organizations including the International Olympic Committee, international federations and other governing bodies; the private sector and the media, to move from awareness to greater implementation and action and to mainstream sport as a tool for development and peace in national and international policies. All stakeholders are urged to work along the Main Lines of Action to integrate sport for development and peace in the development and peacebuilding agenda at every level.

65. As evidenced in the preceding sections of the present report, many activities have been undertaken in the field of sport for development and peace, and much progress has been made by Governments and the United Nations system. It should also be mentioned that other stakeholders, such as (regional) intergovernmental organizations, including the Commonwealth Advisory Body on Sport, the African Union, the Association of Southeast Asian Nations and the Council of Europe; regional supranational organizations, such as the European Union, the World Bank and regional development banks; civil society organizations, world sports organizations, NGOs, academia and the private sector have undertaken actions that point to collective progress in the field of sport for development and peace. Universal support for General Assembly resolutions demonstrates the continued interest in and commitment to sport for development and peace by Member States. However, partly in contradiction to this, certain challenges and gaps persist to varying degrees of resolve or aggravation. More initiatives are required in line with the action points contained in the previous Action Plans, and Member States, United Nations agencies and other stakeholders are encouraged to reconsider the Action Plan with a view to reviewing policies and practice. In addition, in order to identify and evaluate progress and remaining challenges more accurately, especially with regard to the Action Plan, more Member States and United Nations system organizations are urged to report more comprehensively on their activities by providing information relating to all four main lines of action and the corresponding action points. In order to develop baseline data, in addition to reporting on the progress related to the General Assembly resolutions, Member States are strongly encouraged to participate in the online survey on sport for development and peace developed within the International Working Group (see sect. V above).

66. It is important that stakeholders acknowledge that sport for development and peace is different from the development of sport, especially elite sport, and that separate funding for sport for development and peace is necessary. With a few exceptions, there is no hard evidence for a broad increase in investment by relevant government agencies in sport for development and peace programmes or support to

United Nations organizations carrying out sport for development and peace programmes and related activities, in particular the Office on Sport for Development and Peace. The latter continues to face serious challenges in ensuring sustainable operations owing to a limited donor base and sporadic and decreasing contributions to the Trust Fund, which results in recurring annual budgetary challenges and, as a result, a lack of predictability and difficulties in retaining staff with the required qualifications. In the field of policy development, knowledge has been boosted and best practices shared, in particular within the International Working Group. Within the United Nations system, many sport for development and peace programmes have been implemented by various United Nations agencies. However, there is a tendency by some to view and use sport for development and peace primarily in terms of communications and partnerships. While this represents a valid strategy, more sport for development and peace programmes and pilot projects could be conceived in order to achieve organizational objectives and impact on the ground. Furthermore, under the guidance of the Office on Sport for Development and Peace, United Nations agencies are encouraged to further share experiences in the field of sport for development and peace with a view to strengthening the cross-organizational knowledge base and intervention efficacy of the United Nations system.

67. Moreover, in the past few years, more transversal and overarching issues have gained prominence in the field of sport for development and peace and sport in general. For example, good governance and integrity in sport and sports organizations have become increasingly relevant for the field of sport for development and peace. Issues such as integrity, corruption and illegal and irregular betting in sport have repercussions for the sport for development and peace field as well, as they compromise the credibility and reputation of affected sports organizations, their partners, and, ultimately, sport itself. Protection, including the protection of children and protection against gender-based violence, the safeguarding of athletes in sport and the securing of human rights, are other important overarching issues that need to be further addressed. As section IV of the present report has evidenced, various stakeholders, including the United Nations, have undertaken efforts to highlight and tackle those issues. These efforts should be continued under the auspices of the Office on Sport for Development and Peace and other relevant United Nations system organizations, in collaboration with Member States, intergovernmental organizations, civil society organizations and world sports organizations.

A. Main lines of action

1. Global framework for sport for development and peace

68. *Challenge*: (a) need for comprehensive stakeholder coordination and contribution surrounding the global framework for sport for development and peace; (b) need for consistent information-sharing in the field of sport for development and peace.

Objective: (a) improve cooperation and coordination to create a common vision of the role of sport for development and peace, thereby reaching an agreed set of objectives and avoiding duplication and overlap on the global, national and local levels; (b) encourage and support communication and information-sharing among sport for development and peace stakeholders.

Action points:

- **Member States**: promote coordinated actions relating to sport for development and peace at all levels, including nationally, bilaterally, multilaterally and through their membership in intergovernmental organizations. Member States should, where possible, raise awareness of the action points with all relevant stakeholders, including collaborating governmental and development agencies, encouraging them to cooperate and work together in order to achieve the goals of the Action Plan. More Member States are invited to join the Group of Friends of Sport for Development and Peace. The Group is encouraged to consider inviting relevant United Nations system organizations as observers as well as special guests. Also, Member States are urged to join and support the Sport for Development and Peace International Working Group.

- **United Nations system**: improve internal system-wide coherence and collaboration within the United Nations system and explore synergies and possible joint ventures when partnering with world sports organizations. Where possible, the United Nations system should raise awareness of the action points with other stakeholders, encouraging them to collaborate in order to reach the goals of the Action Plan. More United Nations entities should join and participate in the United Nations Communications Group's Working Group on Sport for Development and Peace in order to share information and enhance coordination. Under the leadership of the Special Adviser, the Office on Sport for Development and Peace will continue to facilitate and foster partnerships between the world of sport, civil society and the developing community while also promoting a common framework in the United Nations system, with Member States and with other partners. The Office is asked to sustain and enhance joint communications, advocacy and the sharing of information, knowledge and best practices in the implementation of sport for development and peace programmes.

- **Civil society**:

  - Sports organizations and NGOs: further strengthen cooperation with all stakeholders in order to address identified needs and contribute to agreed goals and objectives.

  - Academia: enhance collaboration with all stakeholders in order to design practical research studies in the sport for development and peace field that can assist in the efficient and effective use of sport to help achieve specific development and peacebuilding goals.

  - Private sector: step up corporate social responsibility and engagement through sport for development and peace, especially with United Nations system programmes, while assuring that support for NGOs is oriented towards the actual needs of the benefiting communities.

2. Policy development

69. *Challenge*: sport for development and peace strategies need to be incorporated into international, multilateral, national and local development plans and policies with enhanced cooperation and coordination among stakeholders.

Objective: promote and support the systematic integration and mainstreaming of sport for development and peace into the development sector and in international and national development plans and policies. Promote the principle of "Sport for All" and develop inclusive sport and physical education policies. Develop guidelines that orient programmes along evidence-based intentionality and objectives established further to identified needs, ensuring local ownership and capacity-building, as well as participation of beneficiaries in planning and implementation.

Action points:

- **Member States**: consider the Action Plan with the intention of reviewing national policies and practices as well as implementing and mainstreaming appropriate policies to support sport for development and peace. Join, support and actively participate in the framework of the Sport for Development and Peace International Working Group, where Governments are taking part in the development of sport for development and peace policies and recommendations. Member States are urged to activate the two remaining policy areas in the International Working Group (see sect. V above). Member States should join and actively participate in other United Nations system policy initiatives, such as meetings of Ministers and Senior Officials Responsible for Physical Education and Sport and Intergovernmental Committees for Physical Education and Sport, among others.

- **United Nations system**: include and expand on the role of sport for development and peace in United Nations country programmes and common country assessments, United Nations Development Assistance Frameworks and other strategic, planning and policy documents in order to establish a common and mainstreamed sport for development and peace framework and knowledge base. The Office on Sport for Development and Peace should continue to facilitate the identification of sport for development and peace focal points throughout the United Nations system and through the International Working Group. Where possible, align and integrate policy initiatives between United Nations system organizations.

- **Civil society**:

  - Sports organizations, including world sports organizations: include or strengthen sport for development and peace in sports development strategies in order to complement the high performance angle with an inclusive "Sport for All" perspective. Introduce, further strengthen or require social development legacies as part of bids and sporting events, in line with national and international needs and principles.

  - NGOs: consider taking up sport for development and peace as an innovative, cost-efficient and effective tool in their development approaches, policies and programmes.

  - Academia: through practice-oriented research, build a strong evidence base for the effective and efficient use of sport for development and peace that can feed into the development of viable policy recommendations.

- Private sector: engage in public-private-partnership policy developments to ensure broad-based support for sport for development and peace initiatives.

3. Resource mobilization and programming

70. *Challenge*: need for committed and sustainable investment, resource mobilization and creative partnerships for achieving development and peacebuilding objectives through sport, along with the scaling up of sport for development and peace initiatives and programmes.

Objective: enhance and promote innovative funding mechanisms and multi-stakeholder arrangements in all sectors and on all levels. Increase investment and resource allocation for sport for development and peace.

Action points:

- **Member States**: in general, increase investment impact, resource mobilization and financial support by relevant government agencies for sport for development and peace programmes at national, international and multilateral levels, including for the United Nations system by, e.g., the scaling up, re-allocation or optimization of resources. In this context, particular action is required to secure the coordination efforts of the United Nations system through funding for the mandate of the Special Adviser and the activities and initiatives of the Office on Sport for Development and Peace. Member States are invited to consider funding mechanisms such as recommended voluntary financial contributions (e.g., annual contributions starting at $10,000) to the Trust Fund, in particular from Member States having expressed interest in and commitment to the area of sport for development and peace, such as the Group of Friends or the International Working Group members and countries hosting megasport events; the provision of in-kind contributions in the form of loans of personnel, among others; and/or inclusion of the Office on Sport for Development and Peace budget, in full or in part, in the regular programme budget of the United Nations.

- **United Nations system**: identify opportunities to bring sport for development and peace into currently funded programmes and initiatives while also seeking funding for new programmes and initiatives with a sport for development and peace component, specifically those which partner with sports organizations and NGOs. The Office on Sport for Development and Peace should further explore and facilitate creative partnerships among Member States, the United Nations system and national and international stakeholders that can lead to innovative funding mechanisms. In this context, the Office, in collaboration with key stakeholders, is encouraged to explore the possibility of establishing, within the present structure of the Trust Fund and in addition to the present funding mechanisms, a funding support facility, whereby, for example, sports organizations and the private sector can financially support Office on Sport for Development and Peace and the United Nations system for the funding of sport for development and peace initiatives while at the same time gain further knowledge of United Nations developments in that area.

- **Civil society:**

  - o **Sports organizations and NGOs: develop and enter into creative partnerships with Member States, the United Nations system and the private sector that can lead to new funding and support mechanisms. Further commit to honouring their social engagement, and engage organizers of sports events, especially megasport events such as Olympic and Paralympic Games and football World Cups, among others, as well as the world sports organizations behind those events to make resources available and establish partnerships for sport for development and peace programmes, including funding joint programme activities with United Nations organizations and the activities of the Office on Sport for Development and Peace as well as joining a future Sport for Development and Peace Finance Initiative to be established by the Office. Sensitize sports leagues and clubs and athletes on development issues and encourage social engagement, for example, in the role of United Nations Goodwill Ambassadors.**

  - o **Private sector: companies and individuals should review engagement in the area of sport in general and sport for development and peace, especially sports-related industries and companies that allocate major marketing and public relations budgets in the field of sport, with a view to redistributing parts of such budgets for sport for development and peace activities to fund corporate social responsibility activities and sport for development and peace programmes of the United Nations system, including the activities of the Office on Sport for Development and Peace and joining a future Sport for Development and Peace Finance Initiative to be established by the Office. Review the Action Plan with the intention of identifying areas where investment and resource mobilization is required.**

4. Evidence of impact

71. *Challenge*: **in order to mainstream in policies and plans and implement effective sport for development and peace programmes and initiatives, there is a need for systematic research and comprehensive measurement of progress, monitoring and evaluation. While many actors evaluate programmes under their established general evaluation methods, there is still a need for more refined and specific approaches and the consolidation of evidence of the benefit and efficacy of sport for development and peace programmes in development and peacebuilding efforts.**

Objective: **encourage and support evidence-based research along with the development and promotion of both universal and specific evaluation and monitoring tools, indicators and benchmarks based on commonly agreed upon standards.**

Action points:

- **Member States: increase investment and resource mobilization by relevant government agencies in systematic research and comprehensive monitoring and evaluation.**

- **United Nations system**: include evidence-based research in United Nations country programmes with a sport for development and peace component and collaborations with sports organizations and NGOs, while also highlighting any research findings in strategic, planning and policy documents and media reports. The Office on Sport for Development and Peace should facilitate the development of partnerships between well-qualified researchers and sport for development and peace programmes and initiatives of Member States, the United Nations system and national and international stakeholders, including sports organizations, NGOs and the private sector.
- **Civil society**:
    - Sports organizations and NGOs: incorporate evidence-based research in the design of sport for development and peace programmes and initiatives while also developing and implementing long-term monitoring and evaluation of all sport for development and peace activities, with the goal of using this information to improve service delivery and impact.
    - Media: highlight the impact of sport for development and peace programmes and initiatives via best practice and success stories.
    - Academia: review the Action Plan with the intention of identifying where evidence-based research is needed and then identify which private or public partnerships can lead to these systematic research efforts. Strengthen interdisciplinary research and build international academic networks dedicated to sport for development and peace.
    - Private sector: invest in comprehensive monitoring and evaluation of sport for development and peace efforts. Invest in sport for development and peace programmes and initiatives that have detailed plans for comprehensive monitoring and evaluation of all activities.